Coming Out On Top

SEO & SEM

Spark COMMUNICATIONS

Travel Search Experts

Kyle Jackson
Director of Search & Social
Spark

Kelly Ramirez
Google, Travel

Agenda

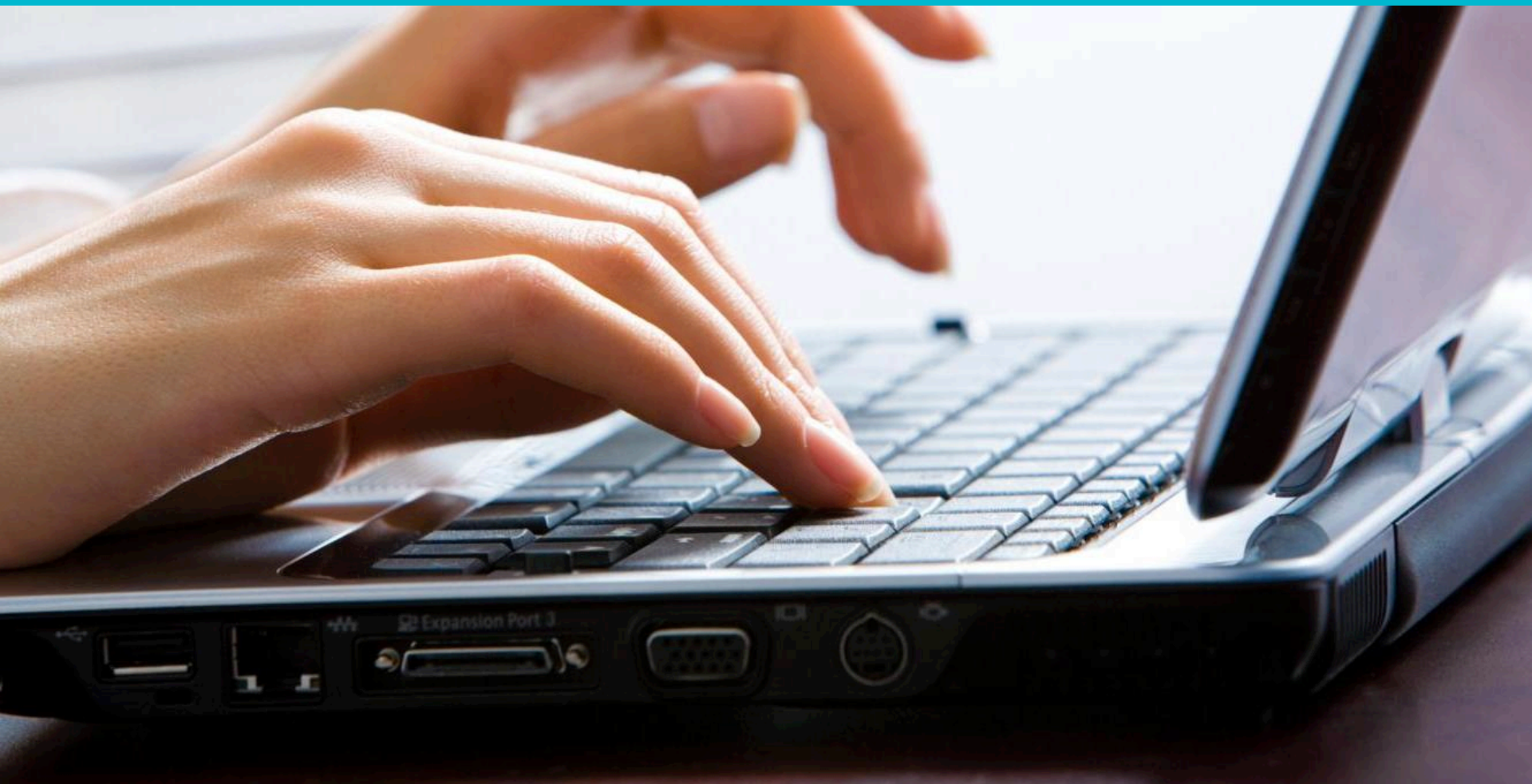
Everyone is Searching

Search Trends in Travel for 2013

Winning the Zero Moment of Truth

SEM Toolkit: Implementation Tips & Resources

Everyone is Searching



Search is One of the Most Popular Online Activities

1B+

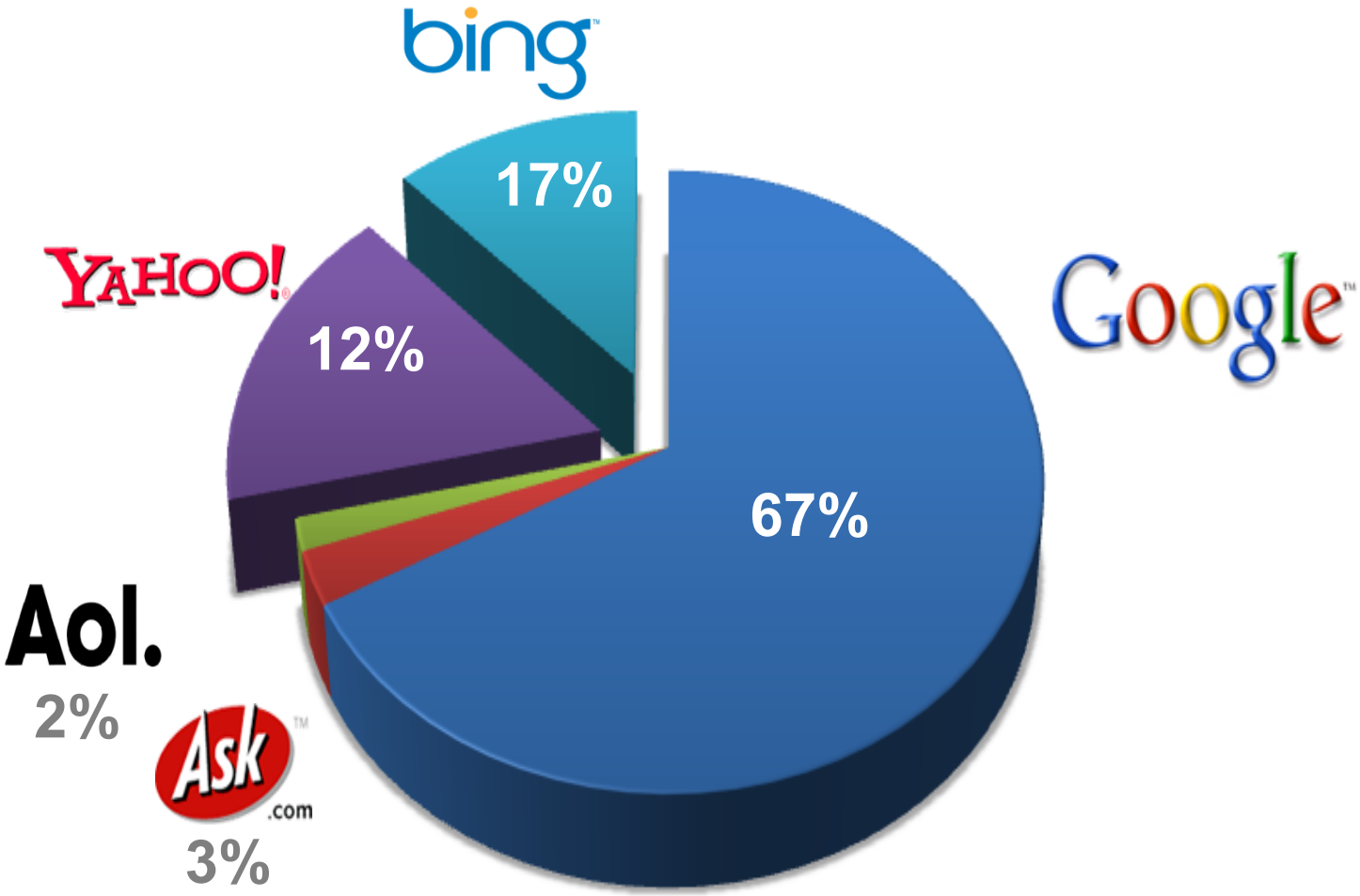
More than **a billion searches a day worldwide** – more than half come from outside the US

18.2B

In December 2012, 18.2 billion searches were conducted in the US alone – **2 in 3 on Google**

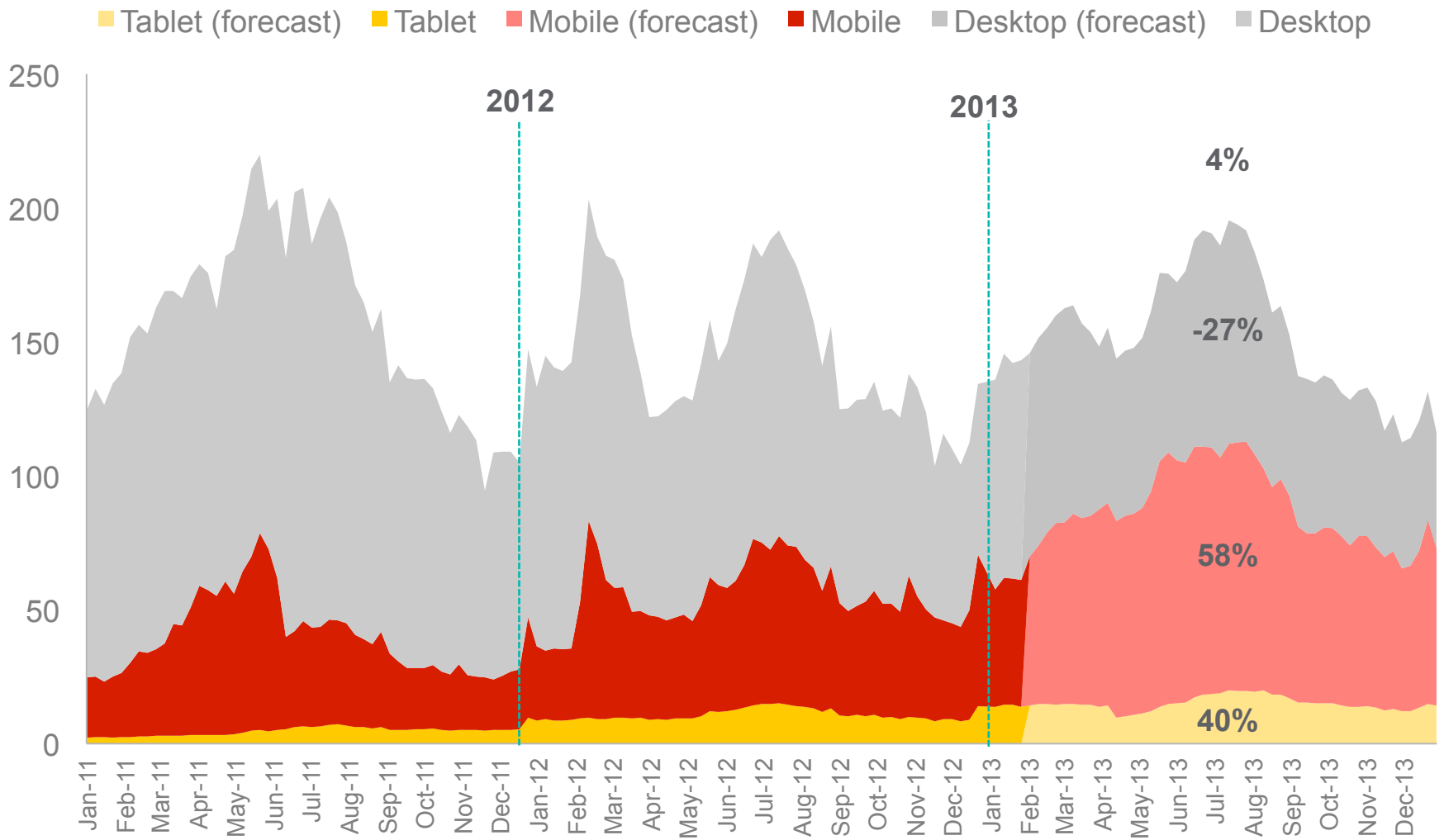
Source: comScore.com, January 2012

Where Are People Searching?



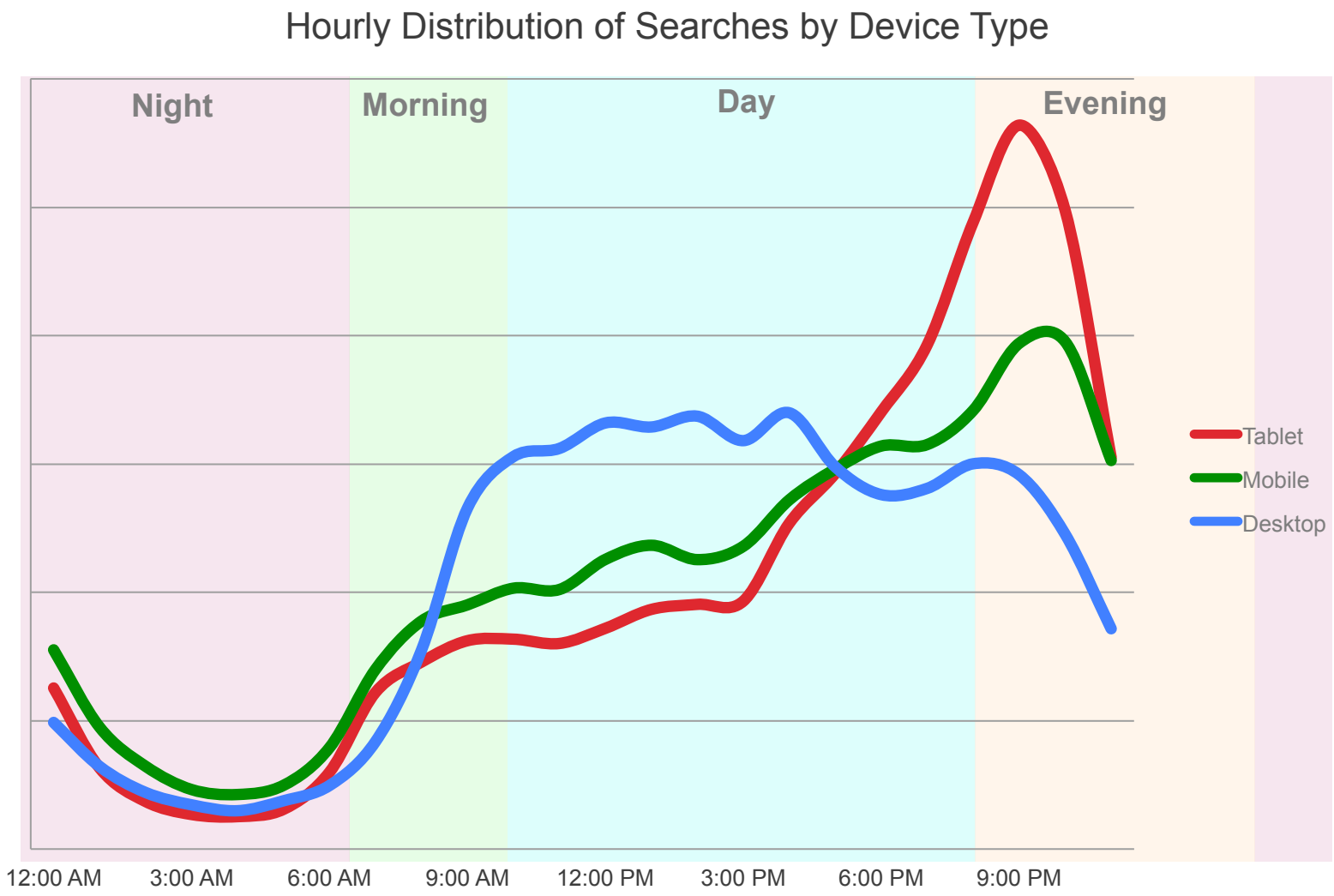
SOURCE: comScore Jan 2013

Query Volume for Hotel Terms on Google.com



Source: Google internal. "Forecast" is an extrapolation of past events.

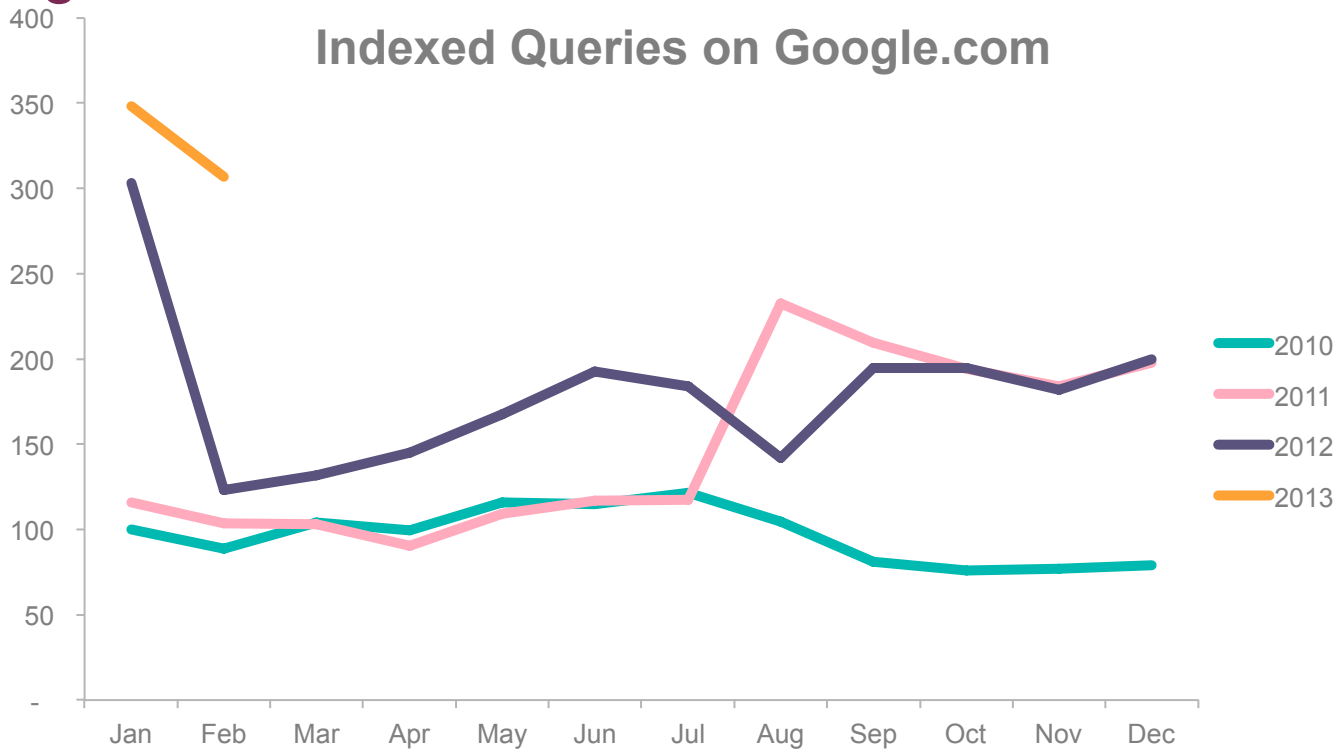
People are Searching on All Devices



*Highest percentage of use by each device type

Interest in Montana Vacations is Increasing

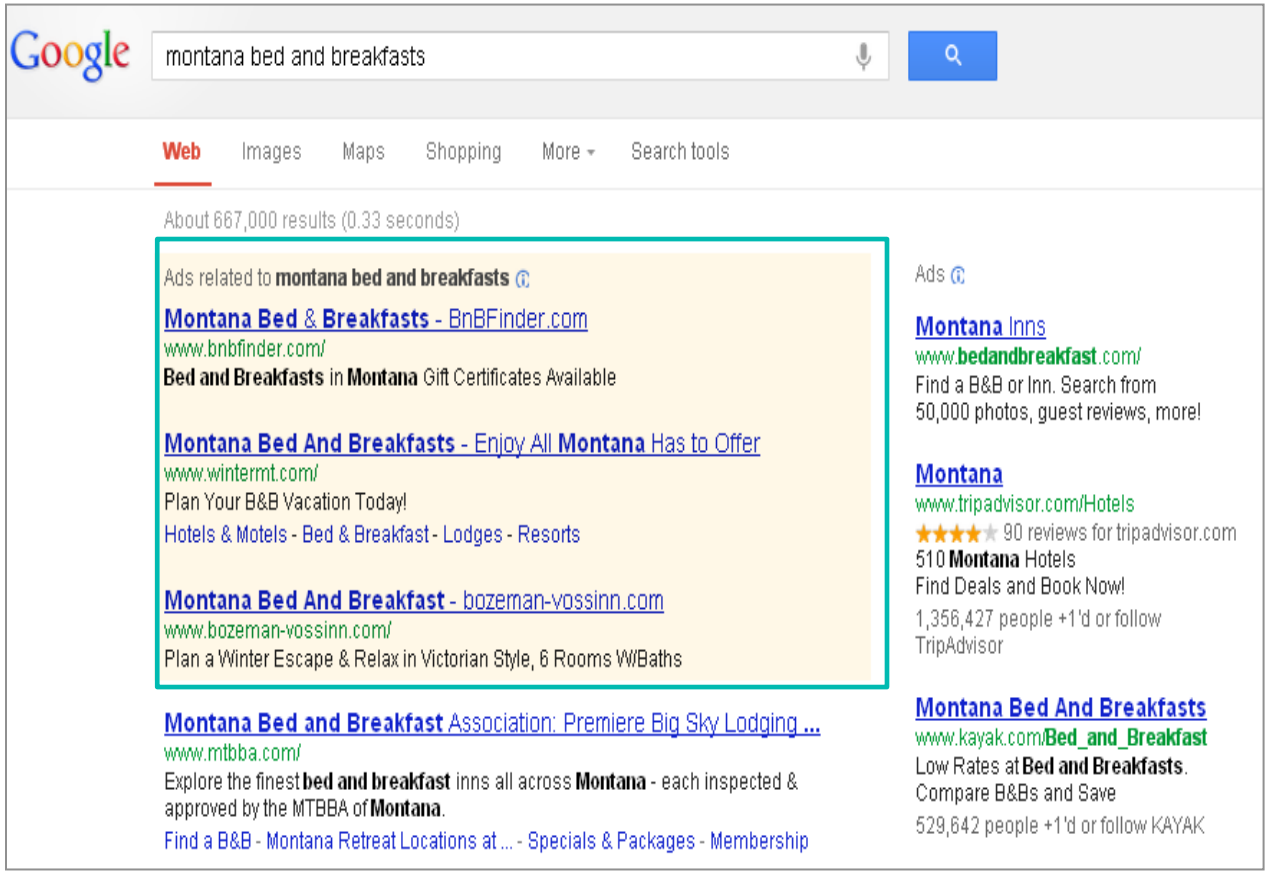
- 22% YoY Growth from 2011 to 2012
- Boost in queries started summer 2011, continue to be strong



Source: Google Internal Data, Google.comm US Search. Montana Vacation related queries.

Consumers Trust Brands on Search Results Page

40% of consumers believe companies whose websites are at the top of the search page are the top brands in their field

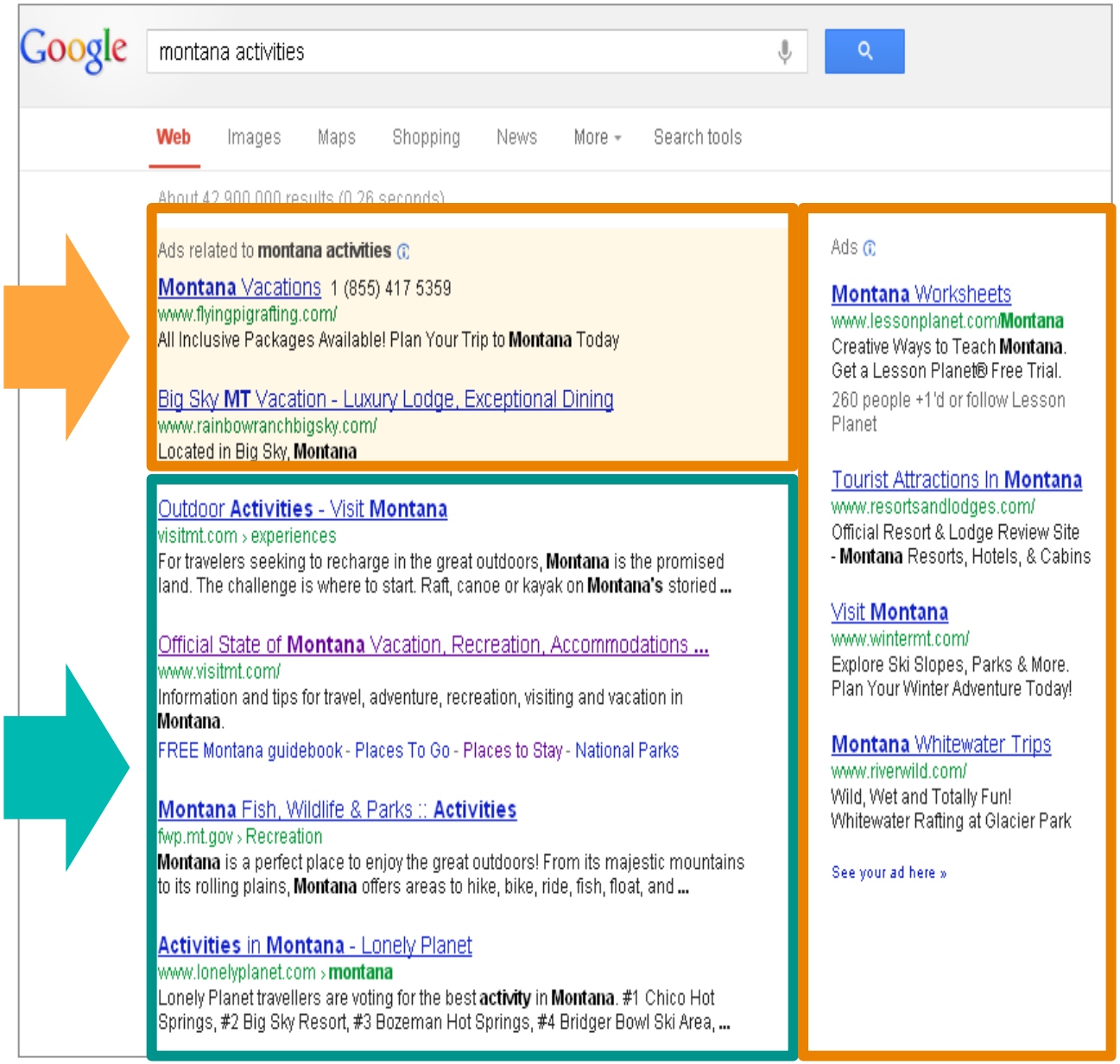


Source: JupiterResearch report

Where Do Paid Search Ads Appear?

Paid Search Ads

Organic Search Listings

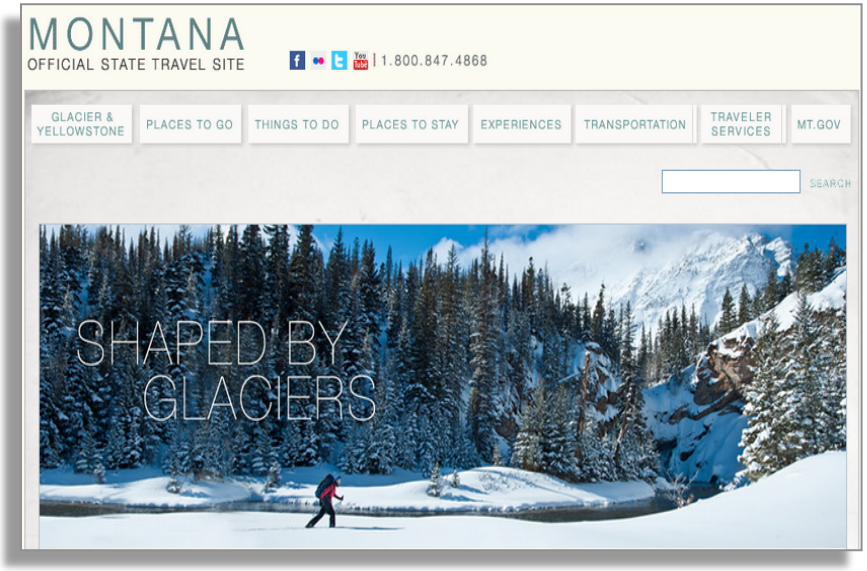


What Is SEO

A process of making a site and its content highly relevant for both search engines and searchers

Successful search marketing helps a site gain top positioning for relevant words and phrases

www.visitmt.com



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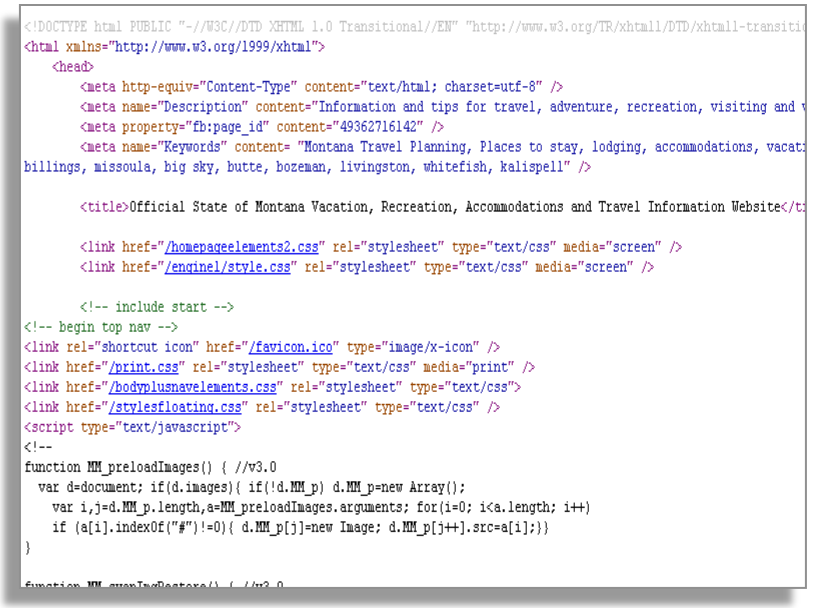
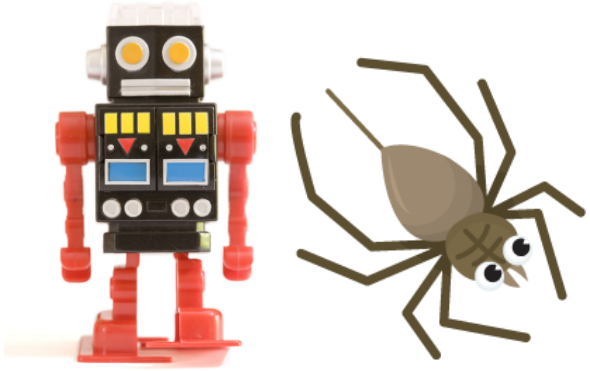


```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transiti
<html xmlns="http://www.w3.org/1999/xhtml">
    <head>
        <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
        <meta name="Description" content="Information and tips for travel, adventure, recreation, visiting and v
        <meta property="fb:page_id" content="49362716142" />
        <meta name="Keywords" content= "Montana Travel Planning, Places to stay, lodging, accommodations, vacati
billings, missoula, big sky, butte, bozeman, livingston, whitefish, kalispell" />

        <title>Official State of Montana Vacation, Recreation, Accommodations and Travel Information Website</t

        <link href="/homepageelements2.css" rel="stylesheet" type="text/css" media="screen" />
        <link href="/enginel/style.css" rel="stylesheet" type="text/css" media="screen" />

        <!-- include start -->
<!-- begin top nav -->
<link rel="shortcut icon" href="/favicon.ico" type="image/x-icon" />
<link href="/print.css" rel="stylesheet" type="text/css" media="print" />
<link href="/bodyplusnavelements.css" rel="stylesheet" type="text/css">
<link href="/stylesfloating.css" rel="stylesheet" type="text/css" />
<script type="text/javascript">
<!--
function MM_preloadImages() { //v3.0
  var d=document; if(d.images){ if(!d.MM_p) d.MM_p=new Array();
    var i,j=d.MM_p.length,a=MM_preloadImages.arguments; for(i=0; i<a.length; i++)
    if (a[i].indexOf("#")!=0){ d.MM_p[j]=new Image; d.MM_p[j++].src=a[i];}}
}
```

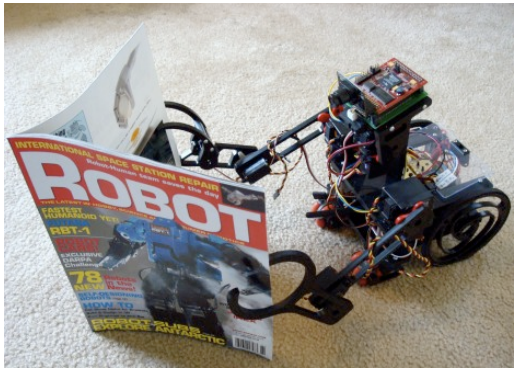
How Do Search Engines Work

Search Engines use software called Bots or Spiders to scour the web



These Bots and Spiders find new websites and web pages by following links on a web page

Once they find a web page, they “read” the text-based content…



…and the Search Engine stores this data into a huge library called an Index

Top 4 SEO Tips For Your Websites

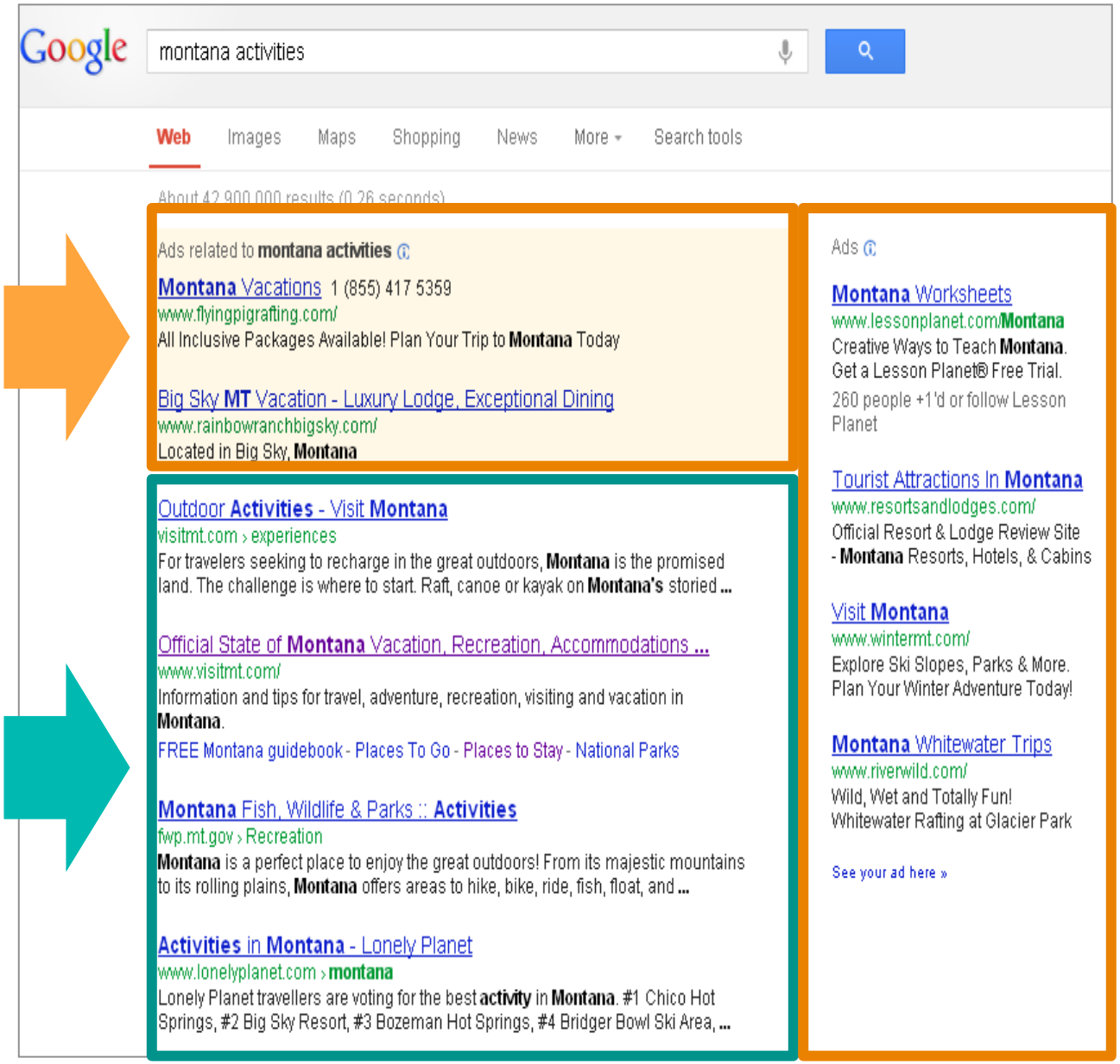
COMPLETE META DATA	RELEVANT KEYWORDS IN COPY	LIMIT YOUR USE OF FLASH	CONFIRM YOU HAVE A SITEMAP
TITLE DESCRIPTION KEYWORDS	STAY FRESH		

http://googlewebmastercentral.blogspot.com/

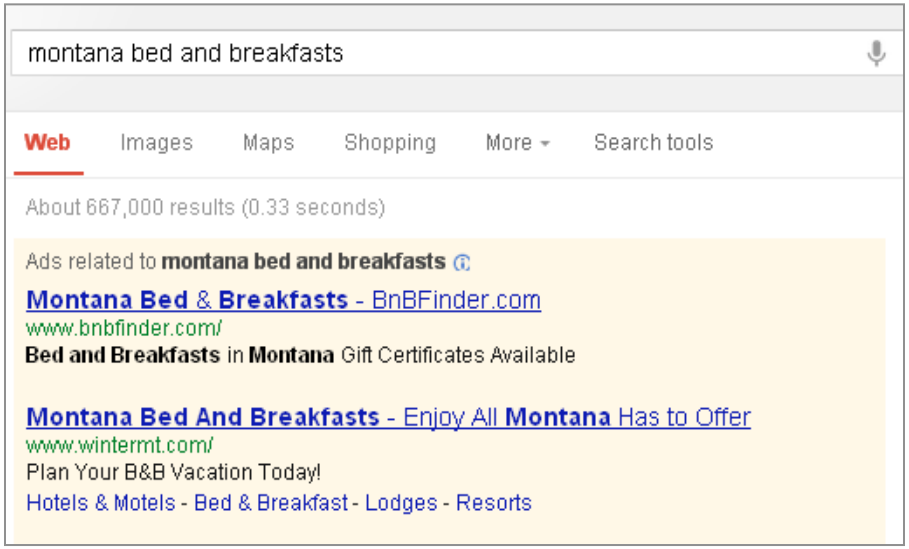
Where Do Paid Search Ads Appear?

Paid Search Ads

Organic Search Listings



How Are Ads Ranked In The Search Results?



AdWords ads

Ad Rank is determined by an auction of the ad's relevance and the amount advertisers are willing to pay

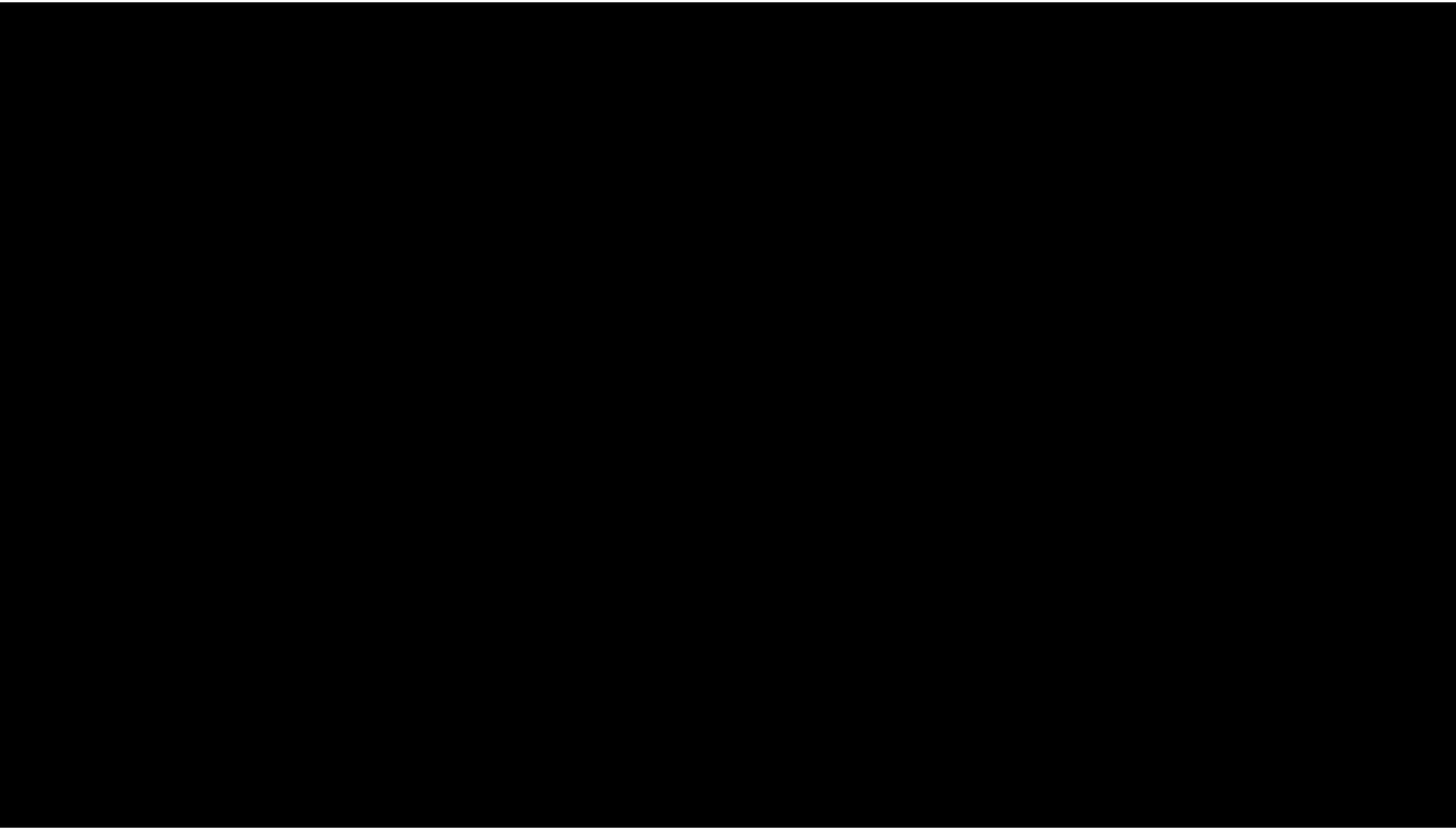
Search Trends in Travel for 2013

Google

1 Online Trends in Travel for 2013

2 Winning the Zero Moment of Truth with Search

3 SEM Toolkit: Implementation Tips and Resources



Google

Online Trends in Travel 2013

1. Consumers are **constantly connected**
2. Consumers are **hyper-informed**

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Consumers Are Constantly Connected

Today

TELEVISION
GAME SYSTEM
PHONE
TABLET
COMPUTER

78% of U.S. Internet users go online to search for information about products and services.

Online sources considered before making purchase

18.2

11.7

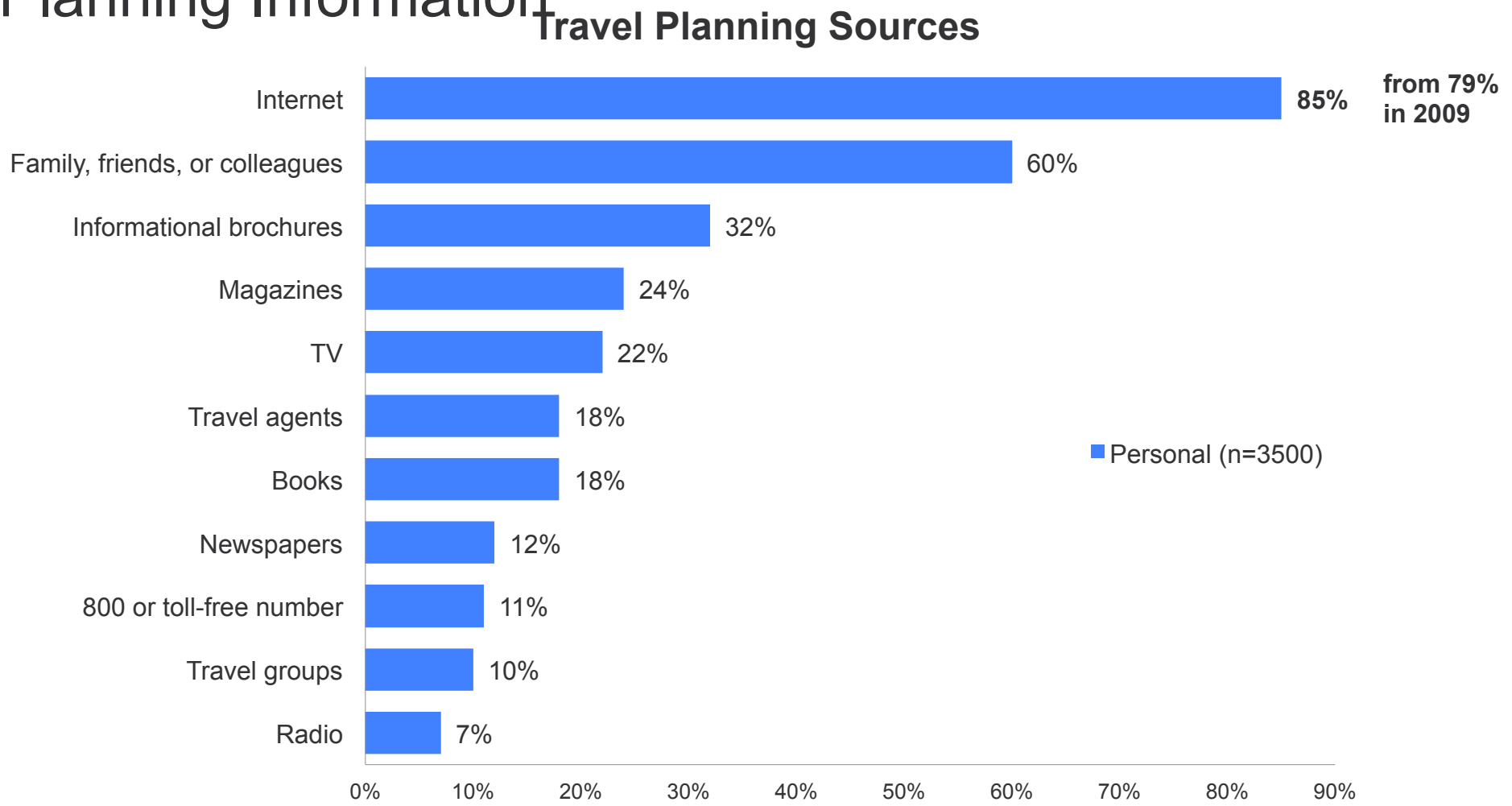
10.2

7.0

Consumers Are Hyper-Informed

Sources: "Online Product Research," Pew Research Center, 9/2010; Google Shopper Sciences, Zero Moment of Truth Study, 4/2011

The Internet is the Leading Source for Travel Planning Information



Base: Personal Traveler 2011 (3500). Business Traveler 2011 (1500)
Q: Which of the following sources do you typically use to plan personal or leisure trips/business trips?

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Google

And When They Are Online, Travelers Search

96%

of leisure travelers have started their hotel planning with search

63%

Of leisure travelers agree that "search engines are my go-to source for travel information"

56%

Of travelers say "always start my travel booking and shopping process with search"

95% – Destinations

89% – Air

80% – Car

61% – Cruise

Source: *The Traveler's Road to Decision,* Google and Ipsos MediCT July 2012. (Q12) You mentioned that you use search engines when planning your leisure/business trips. How often do you start by using a search for information on the following when planning your leisure/ business trips? Base: All travelers. (Q23) Using the scale below, please indicate how much you agree or disagree with each of the following statements about traveling for leisure purposes in the next year. Base: Leisure travelers.

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Winning the Zero Moment of Truth with Search

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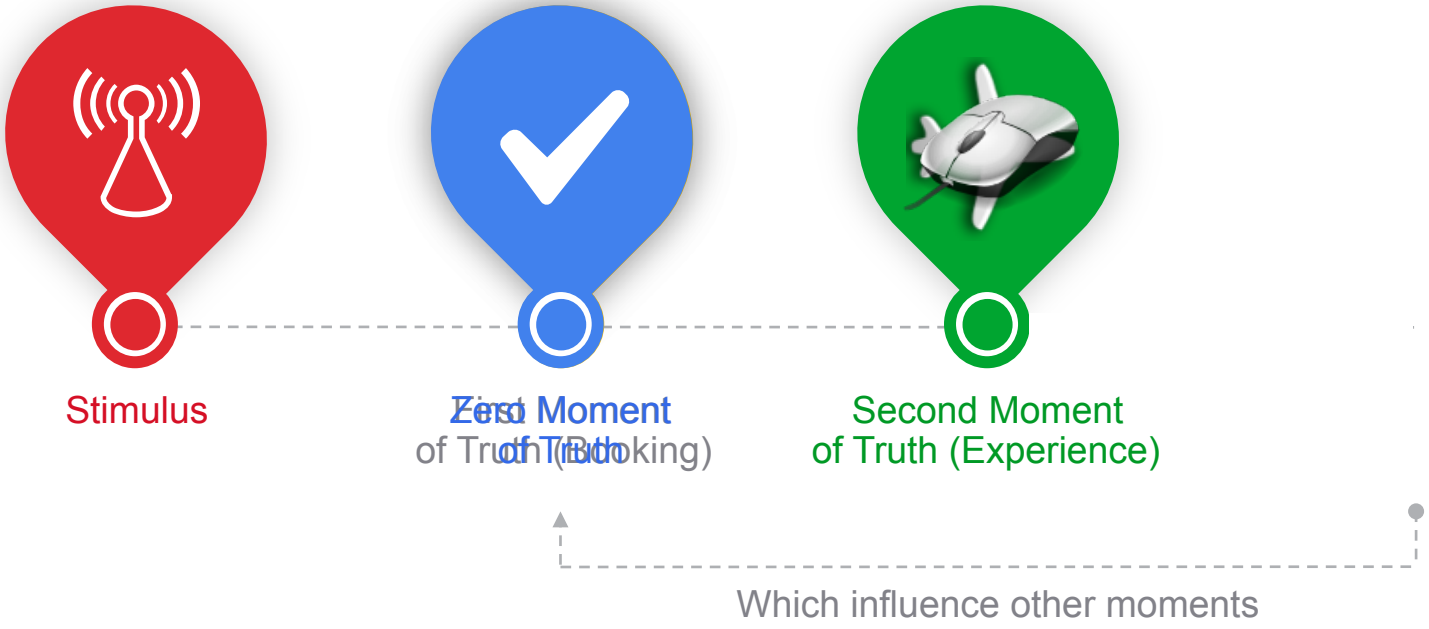
The consumer journey: yesterday… and today



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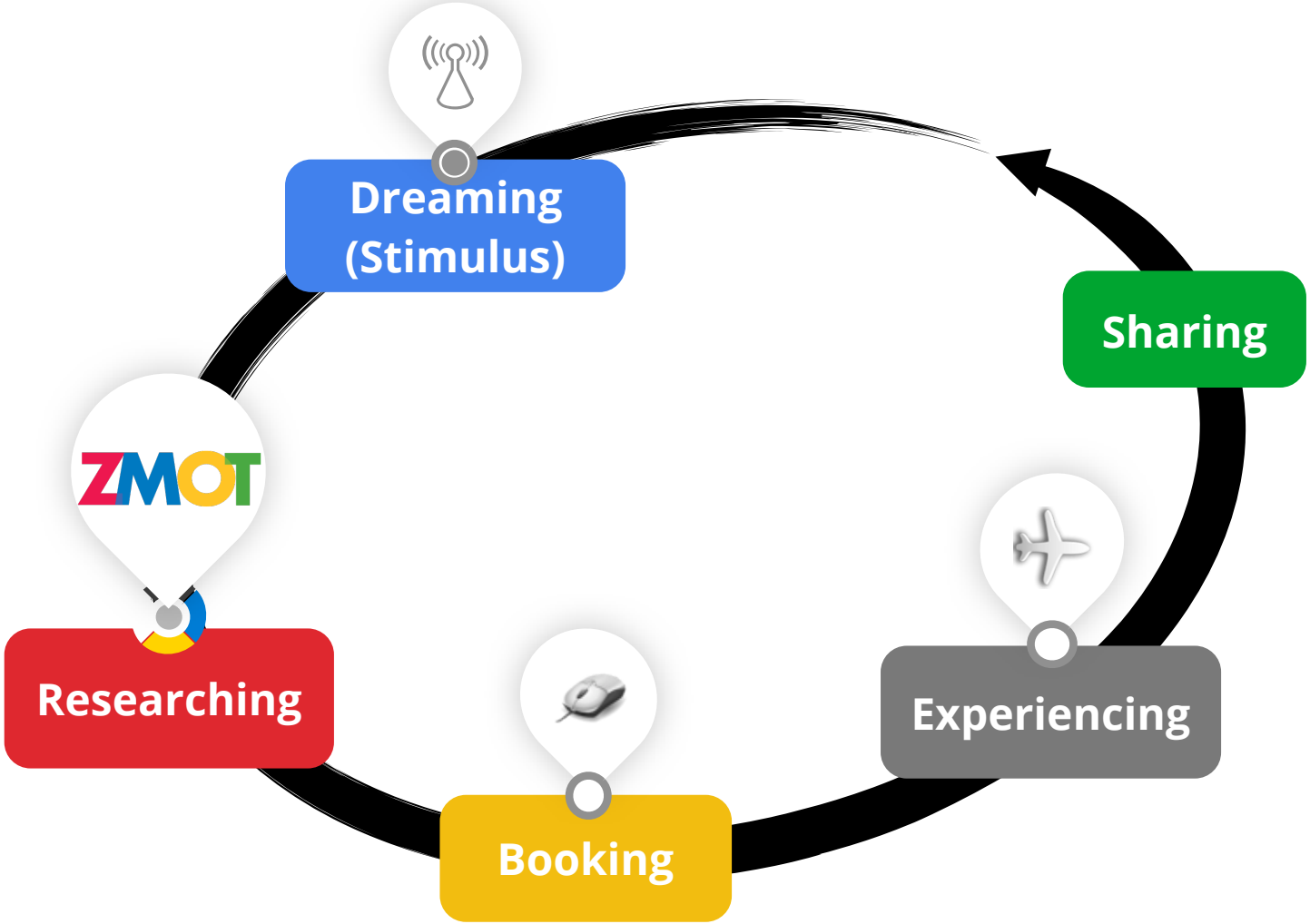
ZMOT and the 5 stages of travel



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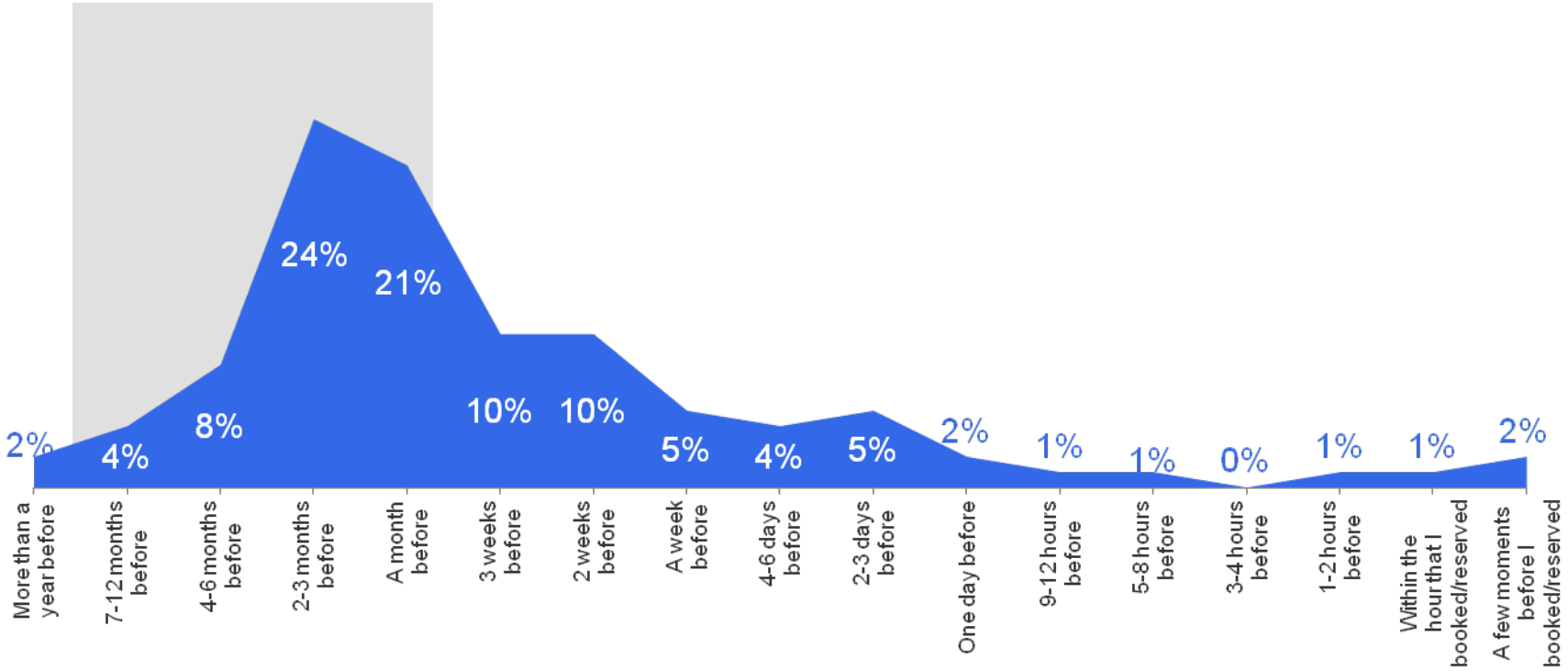
ZMOT is more than a single moment

Most shoppers begin thinking about their travel purchases at least 1 month prior to booking

"How long were you thinking about purchasing travel before you actually booked/reserved it?"



Source: Google/Shopper Sciences, Zero Moment of Truth Study – Travel, Apr 2011

Q1 For the rest of this survey we would like to focus on the travel you recently purchased. If you purchased more than one travel product, we would like you to think about the most expensive item you purchased for your travel, (e.g., airfare, hotel, etc.) First, in TOTAL, how long were you thinking about purchasing travel before you actually booked/ reserved it? Base N=500

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ZMOT starts with Search

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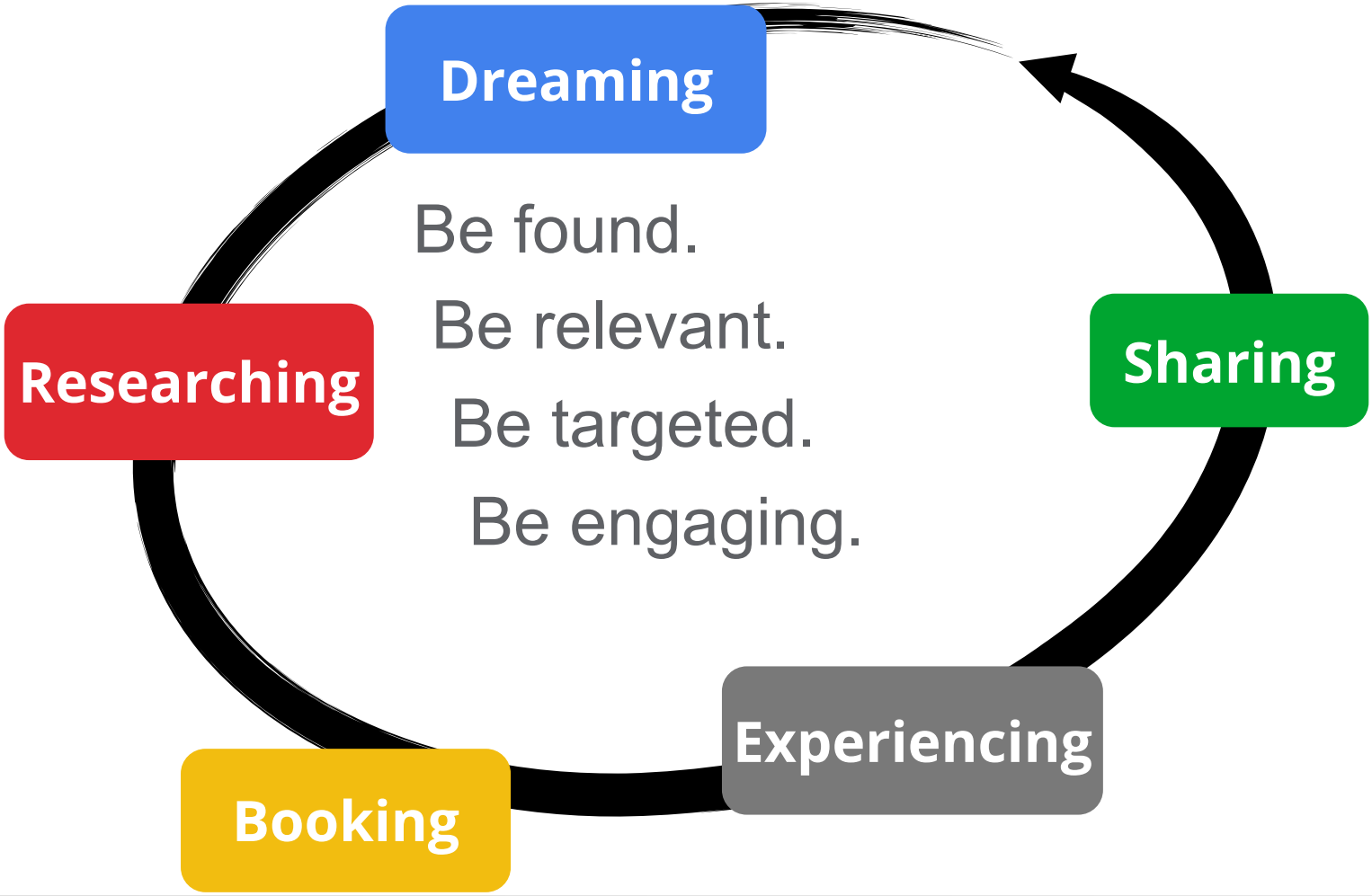
How do you win the Zero Moment of Truth?

Reaching your customers at the right moments with the right message



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Google

Search Toolkit:

Google Search Basics

Google Confidential and Proprietary

Search Engine Marketing (SEM)

Pay-Per-Click (PPC) model

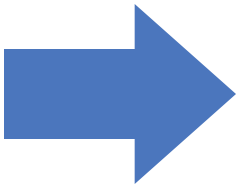
- Advertisers do not pay to show ads
- Pay only for clicks on ads

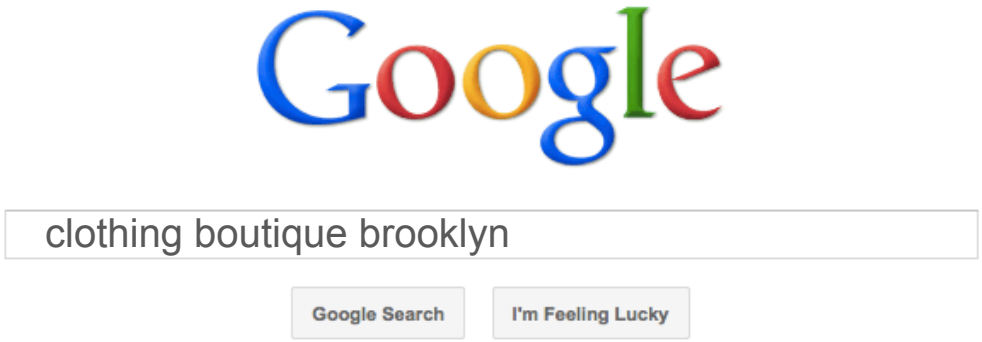
Google offers two options:

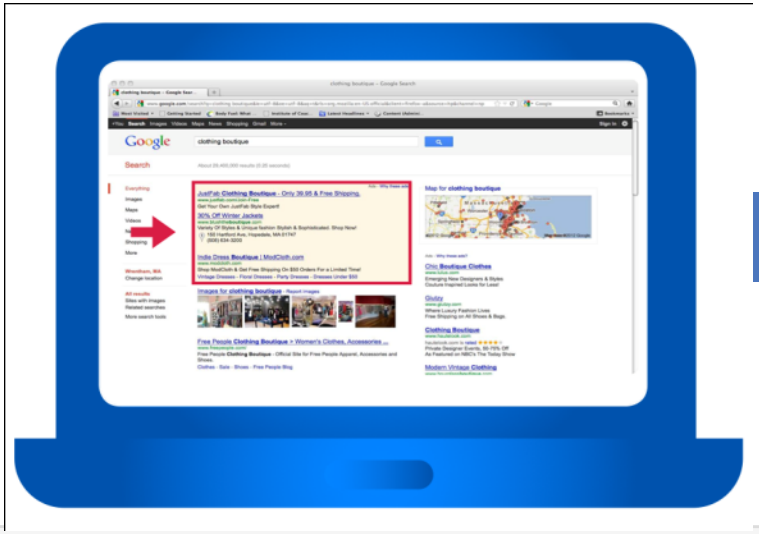
Google AdWords (google.com/adwords)

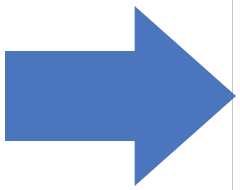
Google AdWords Express (google.com/awexpress)

How do AdWords & AdWords Express work?









Google

A Little Bit About AdWords:

- AdWords is an **auction**
- You bid on specific **keywords** that you select for your ad campaigns.
- You get to create **text ads** that will appear when people search for your keywords
- **Your rank** (position on the page) is determined by a combination of your bid and quality score
- **Quality Score** is an estimate of how well Google expects your ad to perform; it depends on many factors, like clickthrough rate, relevancy, and landing page
- Because you pay per click, you set a **daily budget** for each campaign (how much you are willing to spend)
- Four key platforms: **Search**, Display, Mobile & YouTube

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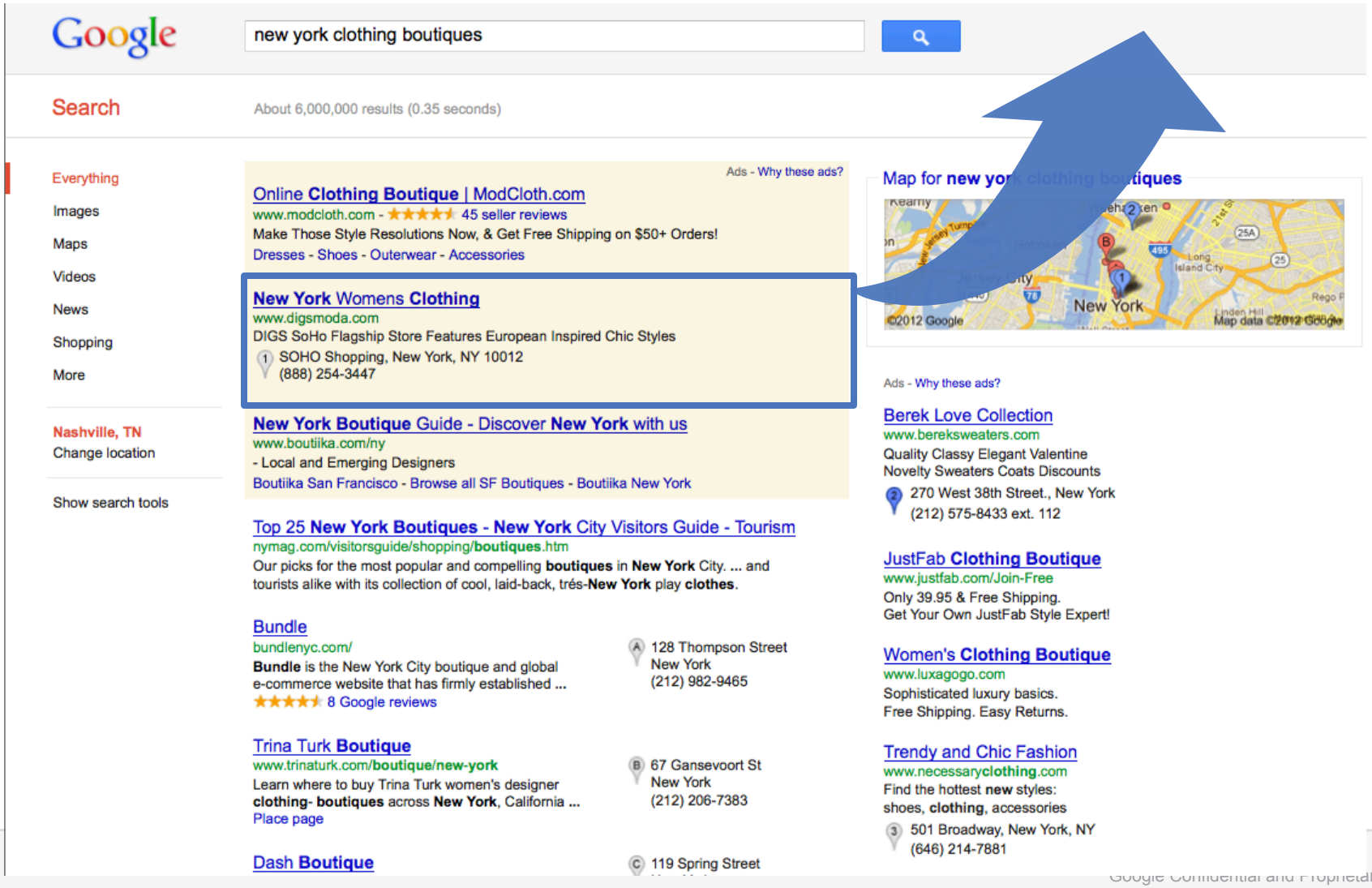
AdWords in action

This advertiser pays when someone clicks the ad



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Sample AdWords account structure

AdWords Account

Unique email address & password
Billing information

Campaign

Daily budget
Location/language targeting
Distribution preference
End date

Ad Group | **Ad Group** | **Ad Group**

Keywords
Ads

Campaign

Daily budget
Location/language targeting
Distribution preference
End date

Ad Group | **Ad Group** | **Ad Group**

Keywords
Ads

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AdWords 101 – Anatomy of a Text Ad

HP Digital Cameras
Up To 40% Off Photosmart **Camera**!
Free Shipping on Orders Over $100.
www.shopping.hp.com

(25)
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Montana Vacations - Enjoy All **Montana** Has to Offer
www.wintermt.com/
Plan Your Perfect **Vacation** Now!
Ski Areas & Resorts - Places To Stay - Things To Do - Cross-Country Skiing

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Google

AdWords 101 – Keyword Strategy

Words related to your product or service that **trigger your ad** to show

1. Think like a customer when you create your initial list.
2. Select more general or specific keywords depending on your goal.
3. Group similar keywords into themes.
4. Pick the right number of keywords.
5. Improve your click through rate with negative keywords.

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Google

Keyword Matching

Broad

The default:
ad will appear for queries that contain all the terms in the keyword, in any order

hotel

Phrase

Ad will appear when the search terms are entered in the original sequence

“hotel”

Exact

Ad will appear only when the exact keyword is queried – nothing before, after, or between

[hotel]

Negative

Prevents an ad from appearing if the query contains the negative keyword

-bed and breakfast

Google

google.com/adwords

AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Start now

Free first time setup service

Call 1-877-721-1742

(9am - 9pm ET, Mon - Fri)

or request a callback

Already have an AdWords account?

Login now

How it works

- Reach more customers
- Costs and payment
- For local businesses
- Success stories

You create your ads

You create ads and choose keywords, which are words or phrases related to your business. Get keyword ideas

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you.

Sign up now

Keywords are what people search for on Google.

Your *ad* appears beside relevant search results.

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Google

Search Toolkit:

Insight and Measurement

Google Confidential and Proprietary

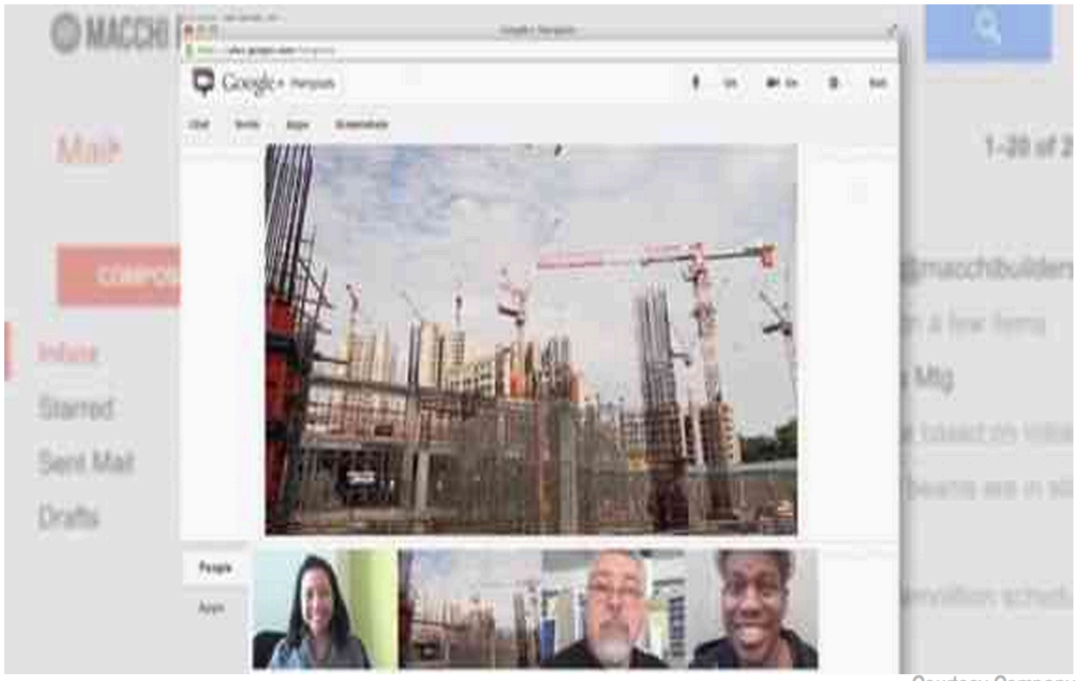
Google

DIGITAL ENTREPRENEUR | Hollis Thomases

Feb 19, 2013

8 Hidden but Powerful Google Tools for Business

Google is far more than a search engine. If you know where to look, you can find a treasure trove of free or practically free tools to help grow your business.



Courtesy Company

Just about everyone uses Google in some form for their business. I'm sure you know about Google Maps, AdWords, Google Analytics, and Gmail. You might also know

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What is Google Analytics?

- A free, easy-to-use web analytics tool
- Provides reports showing how visitors found your website, and what they did when they got there
- Measures the effectiveness of your online and offline marketing campaigns

Google Analytics

www.google.com/analytics

What answers can Google Analytics provide?

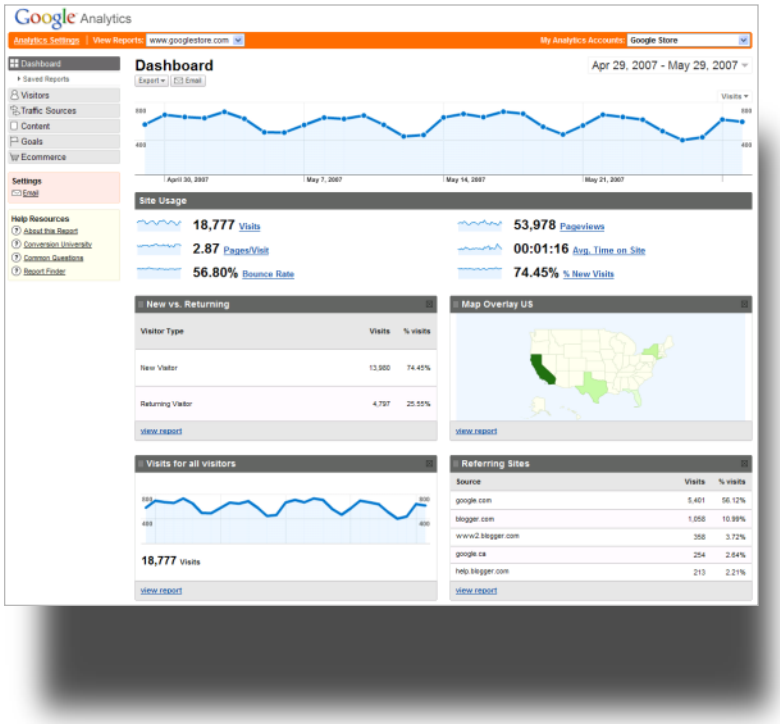
Where are visitors coming from?

What keywords did they use?

Am I creating effective content?

Where are visitors abandoning my shopping cart?

How can I improve site interaction?



Set goals and track performance

AdWords sent 6,146 visits via 9 campaigns

Site Usage | Goal Set 1 | Goal Set 2 | Ecommerce | Clicks — Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	Total Goal Completions	Revenue
6,146	**3.32**	**00:01:06**	**91.80%**	**58.31%**	**31**	**$1,546.67**
% of Site Total: 3.11%	Site Avg: 2.12 (56.49%)	Site Avg: 00:00:46 (44.06%)	Site Avg: 92.48% (-0.74%)	Site Avg: 75.34% (-22.60%)	% of Site Total: 14.98%	% of Site Total: 10.86%

	Campaign None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	Total Goal Completions	Revenue
1.	Google Store: English - Americas	4,142	4.22	00:01:24	93.41%	46.52%	31	$1,546.67
2.	Google Store: English - Americas - Co...	1,923	1.42	00:00:28	88.14%	84.35%	0	$0.00

Google Insights for Search

View what the world is searching for and gain insights for your business

Start with a Google account

Google

Sign in

Create a new Google Account

1 — 2 — 3

Your Google Account is more than just Search.

Talk, chat, share, schedule, store, organize, collaborate, discover and create. Use Google products from Gmail to Google+ to YouTube, view your search history, all with one username and password, all backed up all the time and easy to find at (you guessed it) Google.com.

Take it all with you.

A Google Account lets you access all your stuff — Gmail, photos and more — from any device. Search by taking pictures, or by voice. Get free turn-by-turn navigation, upload your pictures automatically, and soon even buy things with your phone using Google Wallet.

Name

First | Last

Choose your username

@gmail.com

Create a password

Confirm your password

Birthday

Month | Day | Year

Gender

I am...

Mobile phone

5 steps you can take today

- [x] Sign up for a Google Account
- [ ] Install Google Analytics on your website
- [ ] Explore free tools: Webmaster, Insights for Search, Keyword Tool
- [ ] Sign up for Google AdWords
- [ ] Determine your goals and Launch a test campaign!

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Resources

Google AdWords: google.com/adwords

Keyword Tool: google.com/keywordtool

Google Analytics: google.com/analytics

Insights for Search: google.com/trends

Google Webmaster Tool: google.com/webmaster